

NWS Social Media for Summer Weather-Ready Campaign

Summer 2014

Strategy: NWS will provide social media posts to directly inform the public (and visitors) on how to be "Summer Weather-Ready." The messaging will be for the general (and visiting) public, however a particular focus will be on summer camps, which attract an estimated 40 million children (ages 5-18). These items can also be used by partner organizations, WRN Ambassadors, etc.

Links (also see individual sections below):

- WRN Summer Safety Page
<http://1.usa.gov/1IEg15C>

Hashtags (also see individual sections below):

- #BeAForce

Graphics (also see individual sections below):

- Be A Force of Nature
<http://1.usa.gov/1IVXIDg>
- WRN Ambassador Image
<http://1.usa.gov/1piwoLb>

Posts and Tweets:

Be Summer Weather-Ready Intro (June 21-July 4)

Facebook

- Summer is officially here! Be Summer Weather-Ready and help NOAA raise awareness of summer weather safety! Organizations interested in becoming a partner with NOAA, consider signing up to become a Weather-Ready Nation Ambassador. Ambassadors receive information year-round and are recognized by the NOAA for being an example in the communities that they serve on how to be Weather-Ready. Learn more...

<http://1.usa.gov/1q4n9jk>

- Summer is officially here! Be Summer Weather-Ready and help the NOAA raise awareness on summer weather safety! Share the awareness and knowledge. For materials that you can use on social media, at camps, or in your community or business, visit:
<http://1.usa.gov/1IEg15C>

Twitter

- Summer is officially here! Be Summer Weather-Ready! Learn how to keep you and your loved ones safe: <http://1.usa.gov/1IEg15C> #BeAForce
- Be Summer Weather-Ready! At camp, home, and on vacation. Learn how to combine safety and fun: <http://1.usa.gov/1IEg15C> #BeAForce
- Help @NWS spread the word about being Summer Weather-Ready! Materials are available here: <http://1.usa.gov/1IEg15C> #BeAForce

Air Quality

Graphics

- AQI Image
<http://1.usa.gov/1iaHbqh>

Facebook

- Air quality is important at every age! Children are especially sensitive to air pollution. But air pollution doesn't have to make you sick or keep you from exercising. Find out more at <http://go.usa.gov/BSNC>
- Suntan lotion? Check. Bug spray? Check. Air pollution protection? Hmmm. Help protect your campers from air pollution – it's as easy as checking your email or app for the Air Quality Index (AQI). Kids are more sensitive to air pollution because of their developing lungs and high activity levels. The AQI helps protect the health of our campers- particularly those with asthma and other respiratory illness. Go to www.airnow.gov/enviroflash to receive a daily email about your local air quality. On days when the air quality is unhealthy, use the activity guidance chart to know when to take precautions and how to modify outdoor activity.
- Get outside... with the Air Quality Index (AQI)! A code orange AQI doesn't mean you have to cancel what you're doing outdoors, just change the time. Use the AQI to plan your outdoor activities. Visit <http://go.usa.gov/BSGC> for more.

Twitter

- To help plan your activity during the day, see hourly ozone predictions at <http://airquality.weather.gov/sectors/conus.php> #BeAForce
- Use the AQI to plan your outdoor activities and make adjustments as needed while still getting exercise! <http://go.usa.gov/BSNC> #BeAForce
- Air pollution can cause breathing problems & asthma attacks. The AQI can help keep campers healthy: <http://go.usa.gov/8Ga9> #BeAForce

- Get air quality info on the go with the free #AirNow apps and #EnviroFlash email alert!
<http://go.usa.gov/BSGC> #BeAForce

Flooding & Extreme Precipitation

Graphics

- Playground with standing water
<http://1.usa.gov/113pI2i>
- Turn Around Don't Drown Logo
<http://1.usa.gov/1uDpT5i>
- Storm drain photo (Credit: Robert Lawton)
<http://bit.ly/1pgF7f2>

Facebook

- Standing water in roadways and other low lying areas is common from summertime thunderstorms. It may look like a fun place to play but it's actually full of dangers! The water may have downed electrical lines or has picked up whatever it touched along the way so by going into standing flood waters you could be playing in litter, pesticides, oil, animal feces, etc. Protect your health and safety, Be Summer Weather-Ready! Learn more...

<http://www.floodsafety.noaa.gov>

- Playing near a storm drain can be dangerous! Each year there are cases of kids playing near storm drains and being pulled down from the pressures. These are dangerous structures. Play it safe. Be Summer Weather-Ready and steer clear of storm drains at all times, but especially after heavy rain. Learn more...

<http://www.floodsafety.noaa.gov>

- What do you tell an adult who is driving a car or bus towards a flooded roadway? "TURN AROUND DON'T DROWN!" Even if the flood waters aren't moving or don't seem deep, you won't be able to tell if the road has been washed out underneath the water until it's too late. Learn more...

<http://www.floodsafety.noaa.gov>

Twitter

- Avoid playing in floodwaters! You could be playing in litter, pesticides, oil, animal feces, etc: <http://1.usa.gov/1im7N7s> #FloodSafety

- Never play near storm drains! You could get injured or drown as water from summertime storms rushes down <http://1.usa.gov/1im7N7s> #FloodSafety
- What do you tell an adult who is driving a car or bus toward a flooded roadway? TURN AROUND DON'T DROWN! <http://1.usa.gov/1im7N7s> #FloodSafety

Heat

Graphics

- Beat the Heat! Check the Back Seat for Child Safety
<http://1.usa.gov/1soQOFZ>
- Heat Stroke
<http://1.usa.gov/1imahTn>
- Feel an Ache, Take a Break
<http://1.usa.gov/UcddY7>

Facebook

- The signs of heat exhaustion: heavy sweating, clammy skin & a weak pulse. This means it's time to cool off! <http://1.usa.gov/Fi9sk>

Facebook or Twitter

- If you start to get tired playing out in the sun, go back inside for some indoor fun! #BeatTheHeat #BeAForce <http://1.usa.gov/Fi9sk>
- The sunscreen on your skin will eventually dry, so #BeatTheHeat and reapply! #BeAForce <http://1.usa.gov/Fi9sk>
- If you're outside during an event, #BeatTheHeat and know where First Aid services are! #BeAForce <http://1.usa.gov/Fi9sk>

Hurricanes

Graphics

- Hurricane graphic
<http://1.usa.gov/1kOAchi>
- Storm surge image
<http://1.usa.gov/1oHo1Le>
- NOAA Hurricane Hunter planes
<http://1.usa.gov/T7MQSi>

Facebook

- Hurricane season is here. Be Summer Weather-Ready! Know your risks to wind and water and find out through your county emergency management if you live in a hurricane evacuation zone. Create and practice your family emergency plan now! Go to <http://www.ready.gov/hurricanes>
- Did you know that the number one killer of people from hurricanes is actually storm surge? Storm surge is an abnormal rise of water produced by water being pushed toward the shore by the force of the wind moving cyclonically around the storm. It can reach heights of more than 20 feet and can travel several miles inland. Keep an emergency kit handy and if told to evacuate it, do so! Learn more: <http://www.ready.gov/hurricanes>
- NOAA wants you to know that tropical depressions and tropical storms — though weaker when compared to hurricanes — can still be devastating. For example, Tropical Storm Allison produced more than 40 inches of rain in the Houston area in 2001, causing \$5 billion in damage and killing 41 people. Be Summer Weather-Ready, visit: www.ready.gov/hurricanes

Twitter

- The Atlantic Hurricane Season is here. Be Summer Weather-Ready, and see www.hurricanes.gov for the latest storm information. #BeAForce
- Learn more about the operations and products of the @NHC_Atlantic. Visit the new "Inside the Eye" blog: <http://noaanhc.wordpress.com> #BeAForce
- Learn more about NWS Hurricane products and services: <http://1.usa.gov/1IEyUW9> Stay in tune with the latest information. #BeAForce

Lightning

Graphics

- When Thunder Roars, Go Indoors! Poster (PDF)
<http://1.usa.gov/1iHpoBE>
- NOAA Lightning Safety
<http://1.usa.gov/T7OC5V>

Facebook

- Summer is a good time to get re-acquainted with lightning fundamentals– what it is, understanding the threats, lightning victims, and common myths about lightning. You can learn a lot by viewing Dr. Lightning’s Introduction to Lightning: <http://1.usa.gov/1r8WeAM>
- Are you lightning savvy? Test your skills by playing this online game hosted by our lightning mascot, Leon, the Lightning Safety Lion: <http://1.usa.gov/1piQjJX>
- Where’s the safest place to be during a thunderstorm? How close can lightning strike? Learn answers to these questions and more when you check out the new Dr. Lightning show on lightning safety: <http://1.usa.gov/1IDA3la>
- Do you know what to do when you hear thunder? Watch this 30-second video. Following Leon’s lightning safety tips will keep you safe: <http://1.usa.gov/1iHpIQR>
- Is it true that lightning never strikes the same place twice? Are you safe from lightning if you are under a tree? Do the tires on a car keep you safe from lightning? As we close out our lightning safety campaign tomorrow, learn the answers to these and other lightning myths: <http://1.usa.gov/15qzy29>

Twitter

- Lightning enters structures 3 ways: direct strike, wires/pipes, or the ground. More safety tips are at: <http://ow.ly/vZ6i9> #BeAForce
- If you hear thunder, then lightning is likely within striking distance. When Thunder Roars, Go Indoors! <http://ow.ly/vZ72R> #BeAForce
- Significant lightning threats extend from the storm cloud 6 to 10 miles. More outdoor safety tips at: <http://ow.ly/vZ7E8> #BeAForce
- NFPA reports that lightning causes an avg of 24,600 fires each year! More on lightning & fires here: <http://ow.ly/vZ8qx> #BeAForce
- Learn to protect your home and family from #lightning with this quick reference guide! <http://ow.ly/vZ8B0> #BeAForce
- #LightningSafety tip: After the last rumble of thunder, wait 30 minutes before going back outside! #BeAForce
- Curious? Check out what #lightning fatalities have happened in your state at <http://1.usa.gov/1k3AB3g> #BeAForce

Rip Currents

Graphics

- Break the Grip of the Rip!
<http://1.usa.gov/1IEBOKF>

Facebook

- If caught in a rip current, stay calm, float, turn toward shore, wave and call for help. Remember to swim parallel to get off the treadmill that is the rip current. Learn more at: www.ripcurrents.noaa.gov and www.usla.org Be Summer Weather-Ready!
- Protect yourself from rip currents and breaking waves in the surf zone, as well as many other beach and surf zone-related hazards. Know BEFORE you go into the water! Learn more at: www.ripcurrents.noaa.gov, www.nws.noaa.gov/beachhazards, www.usla.org
- Learn how to swim BEFORE you venture in. If possible, swim at a beach with a lifeguard. Surf beach lifeguards rescue greater than 50,000 people a year from rip current. Learn more: www.ripcurrents.noaa.gov, www.nws.noaa.gov/beachhazards, www.usla.org
- Know BEFORE You Go Into The Water! Always talk with the lifeguard before going in. No one will know the current water conditions better than a lifeguard or beach patrol. They are trained to detect dangerous currents and waves and know other conditions such as the water temperature. Chances of drowning at a beach with lifeguards are significantly lower than at a beach without lifeguards. Learn more: www.ripcurrents.noaa.gov, www.nws.noaa.gov/beachhazards, www.usla.org
- When swimming at a beach without a lifeguard, you are 5 times more likely to drown than when swimming at a beach with a lifeguard. Listen to the lifeguard's advice & instructions. Annually, rip currents claim the lives of more than 100 people. Be Summer Weather-Ready! Learn more: www.ripcurrents.noaa.gov, www.nws.noaa.gov/beachhazards, www.usla.org

Twitter

- Heading to the beach? “Break the Grip of the Rip” swim parallel to the beach: <http://1.usa.gov/gRiwN> | <http://1.usa.gov/ZhMWlm> #BeAForce

- Lifeguards rescue >50,000 people a year from #RipCurrents. Don't become a statistic!
<http://1.usa.gov/gRiwN> #BeAForce
- Surf beach lifeguards rescue > 50,000 people a year from #RipCurrents. Learn more:
www.ripcurrents.noaa.gov | www.usla.org
- 80% of beach rescues are related to #RipCurrents. If possible, swim at a beach w/lifeguards.
<http://1.usa.gov/gRiwN><http://1.usa.gov/ZhMWlm> #BeAForce
- Avoid #RipCurrents. If you feel unsteady or waves are breaking over your waist move to shallower water or get out. <http://1.usa.gov/gRiwN>
- #RipCurrents are likely stronger along structures extending into the water.
<http://1.usa.gov/gRiwN> | <http://1.usa.gov/ZhMWlm> #BeAForce
- If caught in a rip current, stay calm, swim parallel along the beach to get out of current.
www.ripcurrents.noaa.gov #BeAForce
- Feeling unsteady or are waves breaking over your waist? Move to shallower water or get out.
<http://1.usa.gov/ZhMWlm> | www.usla.org #BeAForce

Tornadoes

Graphics

- Tornado image
<http://1.usa.gov/1jzthZH>

Facebook

- A Tornado Watch gives you advance notice that conditions are favorable for tornadoes to develop, and to be sure to stay alert for changing weather. A Tornado Warning is only issued when a tornado is about to strike, and you should take cover immediately. See a short video at: <http://bit.ly/1EEh7Q>
- If you are at home during a Tornado Warning, go to your storm shelter or under sturdy protection in the basement. If there is not a shelter or basement, go to the lowest floor, small center room (like a bathroom or closet), under a stairwell, or in an interior hallway with no windows. Crouch as low as possible to the floor, facing down; and cover your head with your hands. If possible, cover yourself with some sort of thick padding (mattress, blankets, etc.), to protect against falling debris. More tornado safety tips:
<http://1.usa.gov/SUOs1j>
- The best time to prepare for a tornado is now. Have a family tornado plan in place. Know where you can take shelter in a matter of seconds, and practice a family tornado drill at least once a year. Flying debris is the greatest danger in tornadoes; so store protective coverings (e.g., mattress, sleeping bags, thick blankets, etc.) in or next to your shelter space, ready to use with just a few seconds' notice. Learn more:
<http://1.usa.gov/1nkkUDO>

- In addition to a family plan, build one with your neighbors too for safety from tornadoes. Discuss what to do, where to go, and if necessary how to share a storm shelter. Be Summer Weather-Ready! Learn more: <http://1.usa.gov/1nkkUDO>

Twitter

- Play YMP Tornado Challenge and learn about Tornadoes and Tornado Safety with Owlie Skywarn <http://bit.ly/1gQTK94> #BeAForce
- Tornadoes can occur all summer long. On average there are over 400 tornadoes nationwide during June through August: <http://1.usa.gov/1oHxt1k> #BeAForce
- If you go to summer camp make sure and ask the camp hosts where to go during a tornado warning. Learn more: <http://1.usa.gov/1nkkUDO> #BeAForce

UV

Graphics

- UV image
http://www.nws.noaa.gov/os/uv/uv_logo-lg.gif

Facebook or Twitter

- Be Summer Weather-Ready! Learn how to protect yourself from the Sun's ultra violet (UV) lights: <http://www2.epa.gov/sunwise/uv-index-scale> #BeAForce
- Curious about the calculation of the UV Index? Explore how: <http://www2.epa.gov/sunwise/calculating-uv-index> #BeAForce
- Overexposure to UV radiation can impact health. Be Summer Weather-Ready. Know the impacts: <http://www2.epa.gov/sunwise/health-effects-uv-radiation> #BeAForce

Wildfires

Graphics

- Wildfire image
<http://1.usa.gov/SUPvhy>

Facebook or Twitter

- Remember, only YOU can prevent wildfires. #SmokeyBear #BeAForce. Visit: <http://www.smokeybear.com/>

- Is your home "Firewise"? Check out: <http://1.usa.gov/1r93qge> and make sure! #Wildfire #BeAForce

[For posting June 30-July 6]

- “A Week to Remember, Reflect and Learn” (6/30-7/6). NWS remembers fallen firefighters: <http://1.usa.gov/1lDD0lQ> | <http://1.usa.gov/T7T8RK>